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# Discover Farmers Branch Year in Review

FISCAL YEAR 2024–2025



# How Tourism Strengthens Our City

The Tourism Team supports 13 hotels that generate hotel tax revenue, drive visitor spending and provide jobs making the industry collectively one of the largest employer groups in Farmers Branch

In FY 24-25, more than 300,000 visitors stayed in Farmers Branch hotels, supporting local restaurants, shops and entertainment through visitor spending



**Servicing**



**Client Touches**

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**Sales**



**Support**

# The Stats

YEAR IN REVIEW – AT A GLANCE

## \$3.49 Million in Hotel Tax Collected

- Exceeded revenue goal of \$3.47 Million

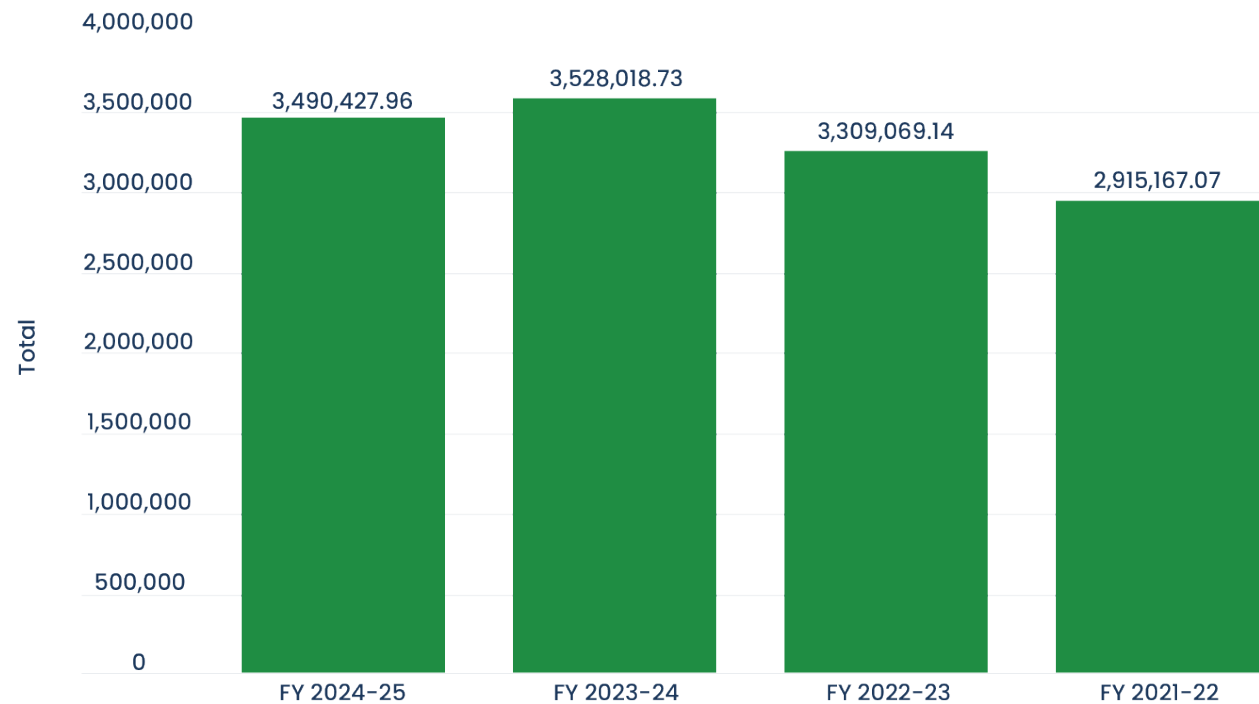
## 59,018 Tourism-Involved Room Nights

- Growth of 16,000 over FY 23-24
- Exceeded contracted goal of 17,600 room nights

## 98 Groups / Events / Partners supported

- Of these groups, 59 received additional support from servicing

Hotel Tax Per Year



Over the last three years, hotel tax revenue has increased by **18.6%**, growing from \$2.9 Million to consistently above \$3.3 Million with FY 23-24 at an all-time high of \$3.5 Million in Hotel Tax

# What It Takes

## HOW WE SUPPORT OUR HOTELS AND VISITORS

Executed over 1,600 Sales touches which support hotels, events, groups, businesses and tournaments to keep them happy and returning.

Installed 130 welcome décor set ups for visiting groups and events, creating warm and memorable first impressions and marketing all Farmers Branch amenities.

Partnered with tournaments to bring in 11,705 room nights, driving overnight stays from athletes and spectators.

Reached over 460,000 views on social media showcasing hotels, events, restaurants and things to do.

Received 3,700 clicks to the Discover Farmers Branch Eat & Drink website where guests discover our local restaurants.

Produced over 200 creative assets promoting partners, events, local attractions and welcome décor set ups.

Supported 7 hotels with incentives that helped secure groups and strengthen hotel partnerships.





# Highlights

FOR FY 2024-2025

- Flight Training Corporate Loyalty Agreement  
26,842 room nights generated
- Pickleball World Championships  
Fueled \$15,694,338 in Economic Impact
- Korean Olympics  
Drew 7,700 visitors to the StarCenter Hockey & Multisport facilities
- Firefighter Challenge  
20 countries represented

## New Events for 2026

- FIFA 2026
- Volleyball
- Hispanic Womens Network of Texas



# Questions

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